

[Time: 2½ hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Q1 is compulsory.
  2. Q2 to Q5 have options within questions.
  3. Draw suitable diagrams wherever necessary.
  4. Illustrate your answers with examples.
  5. Figures to the right indicate full marks.

**Q1. Case Study**

Top dairy brand Amul upped its presence in the *mithai* (traditional sweets) market in India. Amul's Mithai portfolio includes items like Khoa, Ras Malai, Gulab Jamun, Kaju Katli, Rosogolla, Peda, etc. The latest additions include products like 'sugar and lactose-free Peda', among others. Amul makes inroads into this segment by increasing the shelf life of the product with modified atmosphere packing (MAP) - technology that increases the shelf life of the products. This step not only ensures product longevity but also boosts accessibility and convenience for consumers. Overall, Amul's efforts to delve deeper into the mithai segment are poised to make the "Taste of India" even sweeter for consumers nationwide.

**Answer the following**

- a. What is the brand positioning? On what basis of brand positioning Amul has used for Amul's Mithai Portfolio? (08)
- b. As a part of the brand management team, suggest **any four** Integrated Marketing Communication (IMC) tools for Amul's Mithai. (07)

**Q2. Answer the following**

- a. Distinguish between Brand v/s Product. (08)
  - b. State various tools of Integrated Marketing Communication (IMC) available for managing brand. (07)
- OR**
- c. Explain the Brand Value Chain with suitable example. (08)
  - d. What is brand globalization. State the advantages of global branding. (07)

**Q3. Answer the following**

- a. Explain various challenges faced by brand manager for personalised marketing with examples. (08)
- b. What is Co-branding? State its advantages. (07)

**OR**

- c. What are loyalty programmes? Explain ways to enhance the value of loyalty programs. (08)
- d. State the various sources of brand equity. (07)

**Q4. Answer the following**

- a. Explain Brand personality (BIG five) with suitable examples. (08)
- b. State the benefits of brand partnerships. (07)

**OR**

- c. What is brand repositioning? State the reasons of its occurrence. (08)
- d. Describe green marketing. How sustainability has taken the space for managing brand through green marketing. Give reason. (07)

**Q5. Write Short Notes on (Any THREE)**

- a. Brand mantra. (15)
- b. Slogan.
- c. Every Day Low Price (EDLP).
- d. Brand audit.
- e. Brand ambassador.